THE ACHIEVING SOCIETY

David C. McClelland

HOCHSCHULE LIECHTENSTEIN Bibliathek

THE FREE PRESS F_{P} A Division of Macmillan Publishing Co., Inc. NEW YORK

Contents

PREFACE

1. EXPLAINING ECONOMIC GROWTH

The Problem. General Explanations of Cultural Growth and Decline. Explanations in Economic Terms. The Need for Psychological and Sociological Explanations. Psychological and Sociological Explanations of Economic Growth. Testing Explanations of Economic Growth. Testing a Particular Explanation: The Relation of Population Growth to Economic Development.

2. THE ACHIEVEMENT MOTIVE: How IT IS MEASURED AND ITS ECONOMIC EFFECTS

»

Assessing Human Motives. Measuring the Achievement Motive. Forming the Key Hypothesis: the Effects of the Protestant Reformation on n Achievement. Preliminary Evidence for Linkages between Protestantism, n Achievement, and Economic Development. Plan of the Research Investigation.

3. ACHIEVING SOCIETIES IN THE MODERN WORLD Entrepreneurship in Proliferate Cultures. Using Children's Stories to Assess Motivation Levels among Contemporary Nations. Assembling the Sample of Children's Stories. Coding the Children's Stories. Comparing Levels of n Achievement in Readers and Individuals. Measuring Economic Growth in Terms of Real National Income. Alternative Methods of Measuring Rates of Economic Growth. Electric Power Produced as a Measure of Economic Growth. Comparing Rates of Growth. National Levels of n Achievement in 1925 and Subsequent Rates of Economic Growth. National Levels of n Achievement in 1950 and Subsequent Rates of Economic Growth. Characteristics of Achievement-Related Stories from Countries Growing More or Less Rapidly Economically.

ACHIEVING SOCIETIES IN THE PAST

Ancient Greece, Method, Results, and Further Evidence. Spain in the Late Middle Ages. England from Tudor Times to the Industrial Revolution. The Wesleyan Revival, *n* Achievement and Economic Growth. Achievement Motivation in the United States. An Archaeological Investigation: Pre-Incan Peru.

OTHER PSYCHOLOGICAL FACTORS IN ECONOMIC DE-VELOPMENT

> n Affiliation and Population Growth, n Power and Dictatorship. The Values Coding Scheme. Value Attitudes that Should Promote Economic Development. Value Attitudes Actually Associated with Economic Development: antitradi

107

159

36

vi

1

tionalism; universalism vs. particularism; specificity of role relationships; achieved vs. ascribed status; collectivity vs. selforientation; affective neutrality; rationality and planning vs. magic; optimism; material needs emphasized over other concerns. Summary: The Achievement Syndrome, Nature as a Source of Cooperation, and Market Morality. How Other-Directedness is Learned. Predicting Rates of Economic Growth from n Achievement and Other-Directedness.

fi. ENTREPRENEURIAL BEHAVIOR

The Entrepreneurial Role (a) Risk-Taking, (b) Energetic and/or Novel Instrumental Activity, (c) Individual Responsibility, (d) Knowledge of Results of Actions, (e) and (f) Long-Range Planning and Organizational Abilities.

7. CHARACTERISTICS OF ENTREPRENEURS

n Achievement Levels among Managers and Professionals in Four Countries. » Achievement Levels in Various Types of Business Occupations, n Achievement and Managerial Success. Entrepreneurial Success in Rural India. Recruitment of Italian Entrepreneurs and Professionals. Social Class Background of Managers in Various Countries. Recruitment of Business Leaders from Disadvantaged Minority Groups. The Individual as Promoter of His Own Career. Value Attitudes of Entrepreneurs and Professionals. Contrasting Motives and Attitudes of Managers in More and Less Developed Countries.

8. THE SPIRIT OF HERMES

Restless Expressive Movements. Preference for Sombre Colors. Travel. Social Mobility. Athletic Games. Time. Trickery and Dishonesty. The Lack of Fit between Beliefs and Action.

9. SOURCES OF *n* ACHIEVEMENT

Race and Environment. Child-Rearing Practices. Child-Rearing and n Achievement Outside the United States. Parent-Child Interaction for Boys with High and Low n Achievement. Standards of Excellence. Warmth. Low Authoritarianism. Protestant and Catholic Values, Child-Rearing Practices and n Achievement. The Interaction of Religion and Social Class. n Achievement among Jews. Core Religious Values: Positive Mysticism. Indirect Influences on n Achievement Levels.

10. ACCELERATING ECONOMIC GROWTH

Increasing Other-Directedness and Market Morality. Increasing n Achievement. Decreasing Father Dominance. Ideological Factors: the Effect of Protestant Conversion in Mexico. Catholic and Communist Reform Movements. Effects of Education on n Achievement. Reorganizing Fantasy Life. Utilizing Existing n Achievement Resources More Efficiently. Some Economic and Social Factors in the Growth Process Re-evaluated. A General Plan for Accelerating Economic Growth. Subcontracting to Private Business. A Last Word.

21

2'

3(

Υ.

3

CONTENTS

REFERENCES	43
APPENDICES	45
LIST OF TABLES	49
INDEX	50